

Essential Question:

What does ethos appeal to?

Questions:

Ethos

(or why should I listen to you?)



Who do you trust to give information?

How can this help me be a better persuasive writer + speaker?

Ethos

- Ethos: Ethics
- To make the audience decide if what they see or hear is right or wrong
- Political issues, national beliefs, religious issues, etc...



Notes:

-Ethos is the credibility of the speaker or writer.

-In order to engage the audience on a particular topic, the person presenting the information must first establish him or herself as someone who can be trusted, or someone who has a lot of experience with the topic.

Ethos appeals to:

- intelligence

- virtue

- morals

- perception of trustworthiness



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Summary:

Answer essential question here